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ENERGY PSYCHOLOGY CERTIFICATION

MARKETING MODULE

CREATING POWERFUL 10X MESSAGING
FOR YOUR FREE CONSULTATION PAGE

INSTRUCTIONS

Please use this document as your “go-to” document for creating your 10X messaging on your free consultation page. Below you will find instructions on piecing together your free consultation message. Think of this process like an art project. Great sales messages are created by working on different sections at a time, and then glueing them all together at the end.

We recommend that you take between 2-5 hours for each step, if not more. Do not rush -- this is one of the most high leverage pieces of your marketing and business.

PREPARATION

Open up a new document in Microsoft Word, Google Docs, Evernote, or another word processing software. You will be creating the messaging for your free consultation page here, so use something that you are comfortable with.

STEP 1

Create Attention Grabbing Headlines

Watch our video on creating headlines and then create at least 10 potential headlines for your free consultation. Take at least 24 hours to let them “cool”, and then pick your FAVORITE one to use for your free consultation page.

STEP 2

Create Undeniable Questions

Watch our video on creating undeniable questions and then create 10 potential undeniable questions. Take 24 hours to let them “cool”, and then pick your TOP 3 to use for your free consultation page.

STEP 3

Share Your Origin Story

Watch our video on creating your origin story and begin writing the origin story you want to share. Review this story 24-48 hours after your first draft and make changes as you see fit.

STEP 4

Identify and aggravate the problem

Watch our video on identifying and aggravating the problem. This is an important part of your free consultation page that helps people see you REALLY understand what they're going through.

STEP 5

Discuss the solution

Watch our video on discussing the solution and then write out exactly how your free consultation will help with their problems and challenges.

STEP 6

Write Great Bullets

Watch our video on writing great bullets. These are punchy little bullet points that entice your reader to sign up for a consultation with you. Create 30+ bullets and then pick your top 15 to include on your free consultation page.

STEP 7

Share who your free consultation is for and not for

Watch our video on creating the messaging that share who your free consultation is for and who it's not for. You want to be very specific with who it's for, and the type of person you're spending your time doing free consultations with. Write out 10 bullet points of who it's for, and 10 bullet points of who it's not for, and then pick your favorite 5 of each to use in your final consultation page.

STEP 8

Invite your reader to your free consultation

Watch our video on creating your explicit invitation to your reader. It's important to be clear and confident in exactly what you want your reader to do -- which is signing up for a free consultation with you. This video shows you how. When you're done, write out a clear "call to action" for your reader that feels aligned with you.

STEP 9

Complete the creation of your appointment form

Review our tutorial on how to create your appointment form. This is how you can have people sign up for free consultations, without having to be there figuring out the time and date manually. It's all automated and hands off so you can spend your time on more important things -- like conducting the actual consultations and working with clients.

STEP 10

Collect great testimonials and reviews

Watch our video on gathering great testimonials and reviews. These help prospective clients feel confident in your ability to change their lives, and excited to work with you. Gather as many reviews as you can from people you've worked with or know.

STEP 11

Create your P.S.

Watch our video on creating a P.S. for your free consultation page. The P.S. is the second most read spot on any web page of this nature, so it's important to get it right. Follow our formula for writing a P.S. that will help you get more free consultations.

STEP 12

Create your FAQ

Watch our video on creating a powerful FAQ for your free consultation page. The FAQ helps handle objections that people may have to signing up for a free consultation. It diffuses their worries and answers their questions.

STEP 13

Edit the messaging for your free consultation page

Watch our video on editing your copy. Effective and compelling messaging is the result of powerful editing. Use our 23 editing filters, one-by-one, to solidify a message you can be confident in.